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More Investors Pretend Facebook Is Worth \$2b

By: Nick Douglas
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Facebook, the plain vanilla version of MySpace that recently rejected a \$1.4 billion offer from Yahoo...

..., convinced another schmuck that it's worth \$2 billion.

Ad and marketing company Interpublic (owner of PR firms DeVries and Weber Shandwick, Donny Deutsch's Deutsch Advertising, and scads of other firms) just agreed to sink \$10 million into Facebook at a \$2 billion valuation.

Naturally, valuation numbers don't mean much until it's time to IPO or flip (both pipe dreams for Facebook now). But Interpublic should easily earn its new .5% stake in Facebook with a few smart advertising partnerships. So far, the site's scant ads are nowhere near earning it a profit.

IPG to Partner With Facebook [MediaWeek]

Earlier: Rumormonger: Facebook turned down Yahoo's \$1.4 billion [Valleywag]

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***Originally published at Valleywag.**

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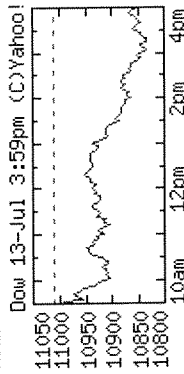
About the Author:

Nick Douglas writes the Silicon Valley gossip rag [Valleywag](#). On the side, he writes Fibonacci poetry and short stories about net-saturated life.

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